



# THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

**Development Committee  
April 3, 2017, 4:30 p.m.  
Meeting Minutes / DRAFT**

The meeting was called to order at 4:39 p.m. by Chair David Plaza. In attendance were directors David Kubacki, David Plaza (telephonically), Lee Tashjian, Executive Director Alan Jordan, and Development Director Kristin Peterson.

Jordan reported that we are approximately three months from the close of the fiscal year and that we still needed to raise \$400,000. Discussions will continue as to how to do this before then and, more importantly, how to be better prepared next year. So far this year, the Board has committed \$53,000. Jordan reminded everyone that during his comments, Lowell Noteboom had suggested that board giving should represent 10%-15% of total individual giving which the DSO has already achieved this year.

Current list of lapsed donors from the first two quarters of the year was discussed. Members reviewed two lists: donors who gave \$500+ last year and those who gave \$250-\$499. Committee members assigned a director to each donor for follow-up during the phonathon session. Plaza requested that Jordan re-distribute the talking points for voice mail messages and telephone interactions that were used for the phonathon last time for this purpose. Jordan agreed and added that we will pull together the current lapsed list plus additional lapsed donors for a list of approximately 100 names or so. He also suggested we request help in calling from other directors as well. Phonathon date was set for Wednesday, April 26, at 6:00 p.m. All agreed callers should arrive as close as possible to 5:30 p.m. and call from DSO extensions as opposed to personal cell phones for "caller-ID" purposes.

Under new initiatives, Peterson brought up the point that corporate sponsorships and program book advertising should be targeted for next season but that staff will need help from board members in facilitating introductions. Plaza suggested using an "Ambassador" model like the one he remembers being used in Rotary. He suggested that a current list of corporate prospects be presented at the next board meeting and that directors be asked to indicate personal connections to each business wherever possible. Kubacki also mentioned the need to enlarge the number of individuals on the Development Committee and suggested perhaps Matthew Di Guglielmo. Jordan suggested Myunghee Geerts also. Peterson presented a document outlining the Orchestra Chair Sponsorship program for next season. The outline was well received and it was suggested that the donor benefits of the program be bulleted and include the opportunity for named chairs "in honor of" or "in memory of" individuals. Peterson will edit the document and plan to distribute it at the April full board meeting.

Another initiative for next season will be a planned giving program. Everyone agreed that this program should be mentioned in program books, on the website, in Clef Notes, on pledge cards, etc. It was suggested that the DSO should begin by offering a reception featuring an estate planner who would disseminate information and answer questions from attendees on directing future support to the DSO. Also suggested was organizing a gathering of trust attorneys through the Wilmington Estate Planning Council to discuss the need and available opportunities at the DSO.

Discussion of the next Development Committee meeting took place and it was set for Thursday, April 27, at 4:30.

There being no further business, the meeting adjourned at 5:45 p.m.

Respectfully submitted,

Kristin Peterson, Development Director



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